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Perception of users towards Online marriage bureau Special reference to www.shadi.com



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A B S T R A C T

Use of internet is rapidly increasing in India. Market-size of online matrimonial was worth Rs. 140 crore in 2008 which is also taking boom. Matrimonial sites are now the 13th most popular mainstream online activity of internet users. According to Juxt Consult www.shadi.com is the most visited and most user-friendly online matchmaking brand in India. This research was done to know perception of people towards matrimonial sites. To collect data Questionnaire were filled online by 100 respondents with the help of site - www.esurveyspro.com using convenience sampling method.

Keywords: Online marriage bureaus, www.shadi.com

Introduction:- Finding life partner is one of the important parts in every youngster's life. Internet has made this part easy for all of us as there are so many online marriage bureaus available. A person who is interested in marrying somebody may find all these sites beneficial for him.

2.About www.shadi.com :- It is a web based marriage introduction service. The target audience are men and women living in UK, USA, Canada, India, Pakistan and others looking to marry from these countries. Shaadi.com was founded by Anupam Mittal in 1996. The Peoples Interactive (I) Pvt. Ltd company pioneered this online matrimonial with an objective to provide a superior matchmaking experience by expanding the opportunities available to meet potential life partners. It has established strong network deploying 400 employees across 250 centers in India and abroad.

3. Literature review:- According to statistics available on www.internetworldstats.com India comes on 4th position in the list of top20 countries on the basis of use of internet. Now the country has 4.9% share of the total Internet users and ranked fourth in the world. This share comes around 11% in terms of Internet users from Asian countries. Jiban K Pal (2011) stated that hundreds of matrimony sites have become operative in national and regional level to sustain the pressure of marriage information seekers in India. Shaadi.com has become most preferred matrimonial website for Indians and over 10 million members with 1.3million matches founds available currently. A recent study has credited shaadi.com for being the most visited and most user-friendly by Juxt Consult (2008) online matchmaking brand in India. Current matrimony service portals have their ability to set up and customize personal profiles that enable the members to use attractive services in the same way of social net-

working practices (Pal, 2010). However, impact of social networking in a linguistically and culturally rich India is unique, though often criticized for degrading the Indian culture (Mahajan, 2009). JuxtConsult, (2008) reports that market-size of online matrimonial is worth Rs. 140 crore in 2008, which is a remarkable jump from Rs 58 crore in 2006. Also visitors moving to the internet for matrimony sites rose from 15% last year to 48%. Report further stated that over 12 million Indians use online matrimonial searches and 79% of online matrimony surfers are well-qualified.

4. Objectives for this research :- * To study opinion of internet users about online marriage bureaus.* To find out effectiveness of matrimonial site www.shadi.com *To analyze problems faced by users of this site.* To check whether there is any significant difference in liking of online marriage bureaus by male and female.

5. Research Methodology

5.1 Research Design: exploratory research design.

5.2 Hypothesis: Ho: There is no correlation between likings of men and women regarding online marriage bureau. **Ha:** There is positive correlation between likings of men and women regarding online marriage bureau.

5.3 Data collection: Secondary Data: The secondary data is collected from website www.shadi.com and other review sites like www.mouthshut.com.

Primary Data: - Primary data for this e-survey was collected through Questionnaire filled online by various respondents with the help of site - www.esurveyspro.com. 5.4 Sampling procedure: convenience sampling.

5.5 Sample size: 100 respondents.

6. Data Analysis :- Above table indicate that out of 60% were men and 40% were women. Also Highest no. of men participated in this e-survey belongs to age group 25 to 30 yrs. whereas women belongs to age

group 30 to 35yrs. This table indicates that men are more enthusiastic in using matrimonial sites as this percentage is 66.66% and women's percentage in using such sites is 50%. This table indicates that 83.33% of the respondents who preferred matrimonial sites have searched www.shaadi.com .

This table indicates that maximum i.e. 37.5% respondents preferred shaadi.com because it is free of cost. Whereas 31.25% respondents said that they used this site just for fun. See Table 6.5

Table 6.1: Total Respondents for the survey on the basis of their age & gender

| Age group | Men | Women | Total | Percentage |
|-----------------|-----|-------|-------|------------|
| 20yrs to 25 yrs | 15 | 5 | 20 | 20% |
| 25yrs to 30yrs | 25 | 12 | 37 | 37% |
| 30yrs to 35yrs | 12 | 18 | 30 | 30% |
| 35yrs and above | 8 | 5 | 13 | 13% |
| Total | 60 | 40 | 100 | 100% |
| Percentage | 60% | 40% | 100% | |

Spearman's Rank Correlation coefficient (?) was calculated as 0.543. This implies +ve correlation between the ranks given by men and women. So we accept alternative hypothesis that is -There is positive correlation.

Table 6.2: No. of respondents who used matrimonial sites

| | Men | Women | Total |
|---|--------|-------|-------|
| No. of persons used matrimonial sites | 40 | 20 | 60 |
| No. of persons participated in survey | 60 | 40 | 100 |
| Percentage of persons using matrimonial sites | 66.66% | 50% | 60% |

relation between likings of men and women regarding online marriage bureau.

Above table indicate that Profiles of candidates are in

Table 6.3: No. of respondents who had visited www.shaadi.com

| | | | |
|--|----|-----------|--------|
| No. of persons used www.shaadi.com | 50 | Out of 60 | 83.33% |
| No. of persons not used www.shaadi.com | 10 | Out of 60 | 16.66% |

detail on www.shaadi.com which is liked by 50% of the respondents.

Findings :- * Maximum users i.e. more than 40 %

Table 6.4: Reasons given by respondents for using www.shaadi.com

| Reasons for using www.shaadi.com | No. of respondents | | % of respondents | |
|---|--------------------|--------|------------------|--------|
| | Male | Female | Male | Female |
| Easy availability of information | 5 | 5 | 15.63% | 27.77% |
| Free of cost | 12 | 9 | 37.5% | 50% |
| For having fun | 10 | 2 | 31.25% | 11.11% |
| Seriously wanted to search life partner | 5 | 2 | 15.63% | 11.11% |
| Total | 32 | 18 | 100% | 100% |

respondents of online marriage bureau sites belong to age group 25 yrs to 35yrs. * 40% respondents never used matrimonial site reasons for that were- some are

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already married . * Most of users i.e. more than 60% users use online matrimonial sites just for fun. * 83%

Table 6.5: Ratings given by respondents for various features of website www.shaadi.com

| various features of website www.shaadi.com | Mean of the ratings given by men | Mean of the ratings given by women |
|--|----------------------------------|------------------------------------|
| Service support | 6 | 5 |
| Information depth & truthfulness | 1 | 2 |
| Content timeliness | 4 | 4 |
| Design/usability | 5 | 3 |
| Website load time | 3 | 6 |
| Usefulness of site | 2 | 1 |

Table 6.6: Special thing which respondents liked about site www.shaadi.com

| Opinions of respondents | No. of persons | % |
|--|----------------|--------|
| Profiles of candidates are in detail. | 30 | 50% |
| The search engine is accurate | 18 | 30% |
| Messenger allows you to know when a person is accessing your profile | 8 | 13.33% |
| Articles for newly weds and those planning a marriage | 4 | 6.66% |
| Total | 60 | 100% |

Table 6.7: Problems faced by respondents regarding services provided by shaadi.com.

| |
|---|
| Long waiting period for knowing the response. |
| No chat support. |
| Maximum profiles belong to upper class. |
| Already married users but register just for 'on the side' relationship. |

of the respondents have visited www.shaadi.com.*

Main reason of respondents using www.shaadi.com is that it is free of cost

Conclusion :- Effectiveness of online marriage bureau gets affected by reliability and fear of misuse of information as many of the online users register here just for fun. www.shaadi.com is one of the most preferred matrimonial sites and the main reason is it is free.

9. Suggestions* While registering any person online marriage bureau should cross check his/her details if possible. * Instead of allowing free registration online marriage bureau should charge nominally so that persons who are serious about finding life partner will register. * Some events should arrange once in 3-4 months so that persons belonging to one city or nearby cities can come together and meet.

10. Limitations of the study:- * The study was conducted through online survey so can't assure the authenticity of respondents. * Results may vary on the basis of location and respondents.